Membership "Recruitment & Retention"

Membership Recruitment & Retention

Recruitment, Chair

- +5 Membership Growth
- Prepare Goals
- Develop Materials
- Guest Procedures
  - Develop Guest Procedures
  - Make sure Guest Info Document is Available
  - Collect Info on all Guests
  - Encourage All Members to make Guests Feel Welcome
  - Mail Pres Letter to all Guests
  - Recruitment Committee to Follow Up
- Develop Membership Survey
  - Distribute to Membership
  - Compile results
  - Use to improve process
- Identify Targeted Prospects
- Monitor Applicant's Progress
- Interface with Public Relations
- Interface with Classifications
- Interface with Orientation & Red Badge

Red Badge, Chair

- Assign Mentor
  - Interface with Red Badger
  - Lead Red Badger Thru Process
- Promote Involvement
- Greeter Provides Red Badgers with Member Background During Joint Greeting
- Don't Let Anyone Fall Thru Cracks

Orientation, Chair

- Develop Orientation Presentation
- Make application experience more pleasant
- Standup Board Meeting, based on timing
- Keep approval process to 4 weeks
- Never let an applicant fall through the cracks!!
- Communication, communication, communication
- Keep Materials Current
- Monitor Applicant's Progress
- Coordinate with Red Badge Chair

Retention, Chair

- Develop Methods to Retain Members
- Call & Follow up with Absentees
- Assist Elderly Members
- Develop Surveys
  - Distribute to Membership
  - Use to improve process
  - Compile results
- Interface with Attendance
- Interface with Family of Rotary